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ABSTRACT

Researchers used data from a 1981 questionnaire survey of 248 heads of household in 3 Mississippi counties to examine efficient predictors of community and life satisfaction in rural Mississippi. Analyzing the impact of 43 variables on 25 questionnaire items concerning community satisfaction, researchers found 13 significant predictors of community satisfaction. Classifying the variables by nature, researchers found that race emerged as the best predictor of community satisfaction, followed by life satisfaction, political participation, personal satisfaction, and positive self-respect. Except for race, socioeconomic and demographic variables were not efficient predictors of community satisfaction in rural Mississippi. To determine predictors of life satisfaction, researchers studied responses to 51 questionnaire items plus scores for community satisfaction and consumer behavior. They found that age was the only significant predictor of life satisfaction, which was stable over time in rural Mississippi. Sociopsychological factors and personality had a more powerful influence than material or economic factors on life satisfaction. The results implied that while economic well-being is necessary for a modern style of living, it is not a sufficient factor in life satisfaction. The complete questionnaire is included. (SB)

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PREDICTORS OF COMMUNITY AND LIFE SATISFACTION IN RURAL MISSISSIPPI

Research Bulletin Number 19

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PREDICTORS OF COMMUNITY AND LIFE SATISFACTION IN RURAL MISSISSIPPI

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1982

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Grant Authority and Compliance

This project was conducted in accordance with provisions of Title VI of the Civil Rights Acts of 1964, which states: "No person in the United States shall, on the ground of race, color, or national origin, be excluded from participating in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving federal financial assistance."

Foreword

This research bulletin reports findings of Alcorn State University's research project on The Isolation of Factors Related to Levels and Patterns of Living in the Rural South (RR-1). Interest in pursuing this research was derived from the enduring concern of Alcorn State University in increasing income opportunities for low-income dwellers in Southwest Mississippi.

Dr. Woong K. Cho and Dr. Gerald Ritter are to be commended for their unique approach and scholarly pursuit of this project. The effort on the part of these researchers should make a significant contribution to the literature on rural poverty in Mississippi. The results of this study should be useful to the general public, planners, and decision makers who are concerned about people.

J. B. Collins
Research Director

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Although we are indebted to many persons for advice, encouragement, and assistance, we are solely responsible for any inadequacies, oversights, and interpretations in this bulletin.

Introduction

Over the years, its has been customary to measure the effectiveness of rural development policy on the basis of objective socio-economic conditions and trends. This approach was even reaffirmed in the Third Annual Report of the Secretary of Agriculture to Congress (1977:5):

> . . .given the diversity of rural setting and interest, the difficulty of defining national needs for rural community services and facilities, and other problems, it is often difficult to relate rural development progress to objective quantitative measures. Nonetheless, policy and decision makers will have to continue to make judgments based on quantitative measures of adequacy in numerous areas. . .

Relying on this approach, earlier studies of social change examined objective social indicators to evaluate the impact of social change on the quality of life and assumed that changes of socio-economic aspects of life closely correlate with levels of one's life satisfaction.

In recent years, however, an increasingly serious doubt has arisen among some social indicator researchers regarding the general conclusions of these earlier studies. Such a suspicion has been largely verified by several studies which found that objective indicators do not necessarily represent the essence of the impact of social change (Campbell, 1971; Campbell and Converse, 1972; Gitter and Mostofsky, 1973). Furthermore, Marans and Rodgers (1975) argued that the measurement of the objective social indicators does not adequately reflect the perceptions of those persons whom the indicators are expected to serve. As a result, recent research effort has been focusing its attention on changes in subjective evaluations of life experiences in connection with changes of objective conditions of society. With a shift in focus, the study of community satisfaction has emerged as one important research area in which the relationship of attributes of community to subjective evaluations can be empirically understood, so that meaningful and effective social policy can be formulated in a manner to be responsive to the socio-psychological needs of the persons in a community.

Approaching community satisfaction as an area of the subjective social indicator research, Marans and Rodgers (1975) suggested a conceptual model of community satisfaction. According to their model, subjective evaluations of the living environment are dependent upon three elements: (1) how one perceives the attributes of a community, (2) the standard against which

the attributes are judged, and (3) intervening factors that influence one's perceptions and judgments.

Since Davies' seminal contribution (1945) to the study of community satisfaction, most studies of community satisfaction have been concerned with measuring levels of satisfaction among communal residents and identifying determinants of community satisfaction. Furthermore, as Ladewig and McCann (1980) pointed out, most of them have been directed toward the quality of urban life. Such emphasis in the previous studies seem to have kept researchers from examining the impact of potentially important intervening or influencing factors such as demographic, socio-psychological, or political factors in community and in rural community in particular. For example, so far as we have been able to find, few previous studies examined race as an effective predictor of community satisfaction in Southern rural environments.

Therefore, the main purpose of this study was to examine and report an analysis of some potentially important intervening factors in terms of their effects as efficient predictors of community satisfaction in rural Mississippi. This study also aimed to make some valuable contributions to the currently accepted findings on community satisfaction and to enhancing the understanding of problems of Southern rural communities from a rural development perspective.

Trends and Findings of Previous Studies

The study of community satisfaction has been an increasingly important component of social indicator research since Davies' study in 1945. Over the period, a number of interesting findings on the factors related to community satisfaction have become accepted, even though the validity of some of these findings was questioned largely due to the lack of consensus among researchers on the conceptual definition of community satisfaction. However, a brief review of the trends and findings of previous studies is presented here to provide some useful information for practical as well as theoretical purposes of this research paper.

Davies (1945:254-5) developed an unidimensional scale of 40 items of community attitudes to measure levels of community satisfaction among the residents of a village trade center and the tributary farm population. Davies then compared these levels with some selected characteristics such as sex, age, size of village population, and intelligence. Using Davies' items, Schulze et al. (1963) examined community satisfaction in terms of high school seniors' desire to migrate. They concluded that "The concept of community satisfaction can be thought of as a fairly broad concept, including a variety of subconcepts such as satisfaction with physical community, satisfaction with the social environment of the community, ethnocentrism, and other related factors" (1963:279). Applying a Guttman scalogram analysis to 21 items—most

of them developed by Davies – Jesser (1967) studied community satisfaction from one's professional perspective and discussed to some extent the theoretical significance of the impacts of one's profession on community satisfaction. In a similar fashion, Bauman's study (1968) of community satisfaction focused on status inconsistency as his independent variable. However, all of these earlier studies appear to share one thing in common: that is, the considerable lack of theoretical implication of their findings for community satisfaction research.

Another approach in early studies of community satisfaction dealt with local institutions such as religious, educational, governmental, and family organizations as determinants of community satisfaction (Goudy, 1977:371). Utilizing factor analysis, Johnson and Knop (1970) suggested that community satisfaction may be multidimensional as opposed to unidimensional in its composite context. In 1973, Durand and Eckart dealt extensively with the theoretical and methodological issues of community satisfaction research and emphasized the need to concentrate on identifying determinants of community satisfaction. But, all these studies left the concept itself in operational terms of a composite measure of general and diffuse community satisfaction with no substantive discussion (Durand and Eckart, 1973; Deseran, 1978).

In recent years, however, two research efforts on community satisfaction have demonstrated the rising importance of the concept. Relying heavily on Campbell and Converse's (1972) study of social indicators, Marans and Rodgers (1975) argued that a subjective social indicator has the potential usefulness for community satisfaction research. In 1975, Marans and Rodgers introduced a set of variables referred to as "person characteristics," and demonstrated that such person characteristics as age, income, or race are likely to have little impact on levels of community satisfaction. On the other hand, their findings indicate that the "assessment of perceived environmental attributes" – public schools, climate, streets, police-community relations, parks, and local taxes – are highly associated with the respondent's level of community satisfaction.

Rojek et al. (1975:177) also contended that "measure of community satisfaction may prove to be a valuable contribution toward redevelopment of multifaceted social indicators." They examined satisfaction with local services (medical, public, commercial, and education services) as determinants of community satisfaction, admitting that "focusing on services taps only one aspect of the broad (and amorphous) concept generally referred to as 'community satisfaction' " (1975:179). An important conceptual contribution of this study is their contention that "the use of only objective information to measure the social conditions of human existence appears to be inadequate" (1975:190) and only through an examination of intervening factors between the attributes of community and the subjective evaluations of that perceived

attributes. . . can a viable understanding of the human meaning of social change emerge" (1975:191).

Challenging the findings of the study by Rojek et al. (1975) about the satisfaction with local services, Goudy (1977) hypothesized that social dimensions (the distribution of power, citizen participation, and commitment to the community) are more likely to be efficient predictors of community satisfaction than are perceptions of local service adequacy. An analysis of data by Goudy indicates that "residents find most satisfying those communities in which they think they have strong primary group relationships, where local people participate and take pride in civic affairs, where decision making is shared, where residents are heterogeneous, and where people are committed to the community and its upkeep" (1977:380). However, he cautioned that his data explain less than 50 percent of variance in community satisfaction, even though he included in the analysis service and opportunities variables and personal characteristics in addition to the social dimension variables.

Most recently, Ladewig and McCann (1980) developed a causal model to study community satisfaction among rural residents and measured the extent of the impact of subjective experiences and objective attributes on community satisfaction. Their analysis provided the supportive evidence for a hypothesis that "community satisfaction is dependent upon one's mass media score and one's level of satisfaction with accessibility to selected opportunities and facilities" (1980:126). However, the strength of their evidence appears to be relatively weak because, as they admitted, the variables they used to operationalize objective attributes and subjective experiences accounted for only 22 percent of the variance in community satisfaction (1980:128). Applying the theoretical framework of rural-urban differences to community satisfaction, Miller and Crader (1979) examined economic and interpersonal variables to discern any significant differences between urban and rural residents in terms of their satisfaction with the living environment. They report that the highest levels of interpersonal satisfaction prevail among rural residents, while the highest levels of economic satisfaction are seen among urban residents (1979:502).

Given the racial and social context of the rural South, particularly from historical perspective, it is assumed that race may be a very crucial variable affecting subjective experiences and objective conditions. We assume race is an important intervening factor for community satisfaction in Southern rural contexts due to the injustices done to blacks by white Americans' ancestors. Barker and McCorry, Jr (1980:33) argue:

> Ex-slaves in the South were forced into what amounted to a feudal relationship with their former masters. The political repression which maintained this feudalism was a constant reminder to both blacks and whites of black inferiority and inequality. Thus, the

numerous barriers to full participation in American life serve only to emphasize black alienation from their white fellow citizens.

One most recent study of values, attitudes, and beliefs of rural blacks in Mississippi reveals that such a strong feeling of alienation is still prevalent among blacks today. Cho (1981) found that rural black Mississippians have a relatively deep fatalistic outlook of the world in which they live, a low trust and faith in as well as a strong suspicion toward other people except immediate family members and close relatives, a feeling of social alienation, and, above all, a low degree of confidence in the legal and social norms by which they have to interact with others.

Based upon the above review of the literature, it is hypothesized that among 43 variables selected for the study, race, life satisfaction, political participation, positive attitudes toward life and self-esteem are more likely to emerge as efficient predictors of community satisfaction among rural Mississippians.

In our analytical model of community satisfaction, it is posited that many potentially important factors may intervene or influence subjective perceptions and judgments of various communal attributes representing the multifaceted dimensions of community. The list of these factors may include demographic and personal, psychological, socio-economic, political, and other related characteristics. Among these factors, we examined 43 selected variables to identify those which can be considered as efficient predictors of community satisfaction in Southern rural settings.

Conceptual Clarifications

Most previous studies of community satisfaction have not fully addressed the problems of conceptual definition of community satisfaction. Such a lack of concensus on the basic conceptual definition in sociological literature raises a serious concern about the theoretical usefulness of findings of community satisfaction research (Blumer, 1969; Deseran, 1978). In this regard, Deseran (1978:237) argues that "community satisfaction, although promising, offers a set of conceptual problems which must be addressed before turning to such concerns as application and measurement." The conceptual concerns associated with the term community satisfaction were first extensively dealt with by Knop and Stewart (1973). These researchers pointed out that the first major concern is with the word "community" itself, because, as Hillery (1955) unearthed, the word community has been used with more than ninety different meanings, serving more to confuse than illuminate the situation (Pahl, 1970).

In recent years, however, some sociologists directed their attention to the conceptual clarification of the term community satisfaction. Regarding the term community, Knop and Stewart (1973:3) discerned two ways of operationalizing community. One definition is "citizen evaluations of the abstract,

general, and unitary idea of 'community' as a real social form manifest locally. The other is evaluations of very broad range of concrete activities and qualities typifying daily living but not necessarily communities." From the first operational definition of community, locality emerges as one important dimension of community for the purpose of community satisfaction research. To this effect, Rossi, (1972:88) contends that ". . .social trends and social policy have their direct impacts upon individuals in the form of 'local' manifestation." Effrat (1973) also emphasizes the notion of locality as an important research framework for community satisfaction. His notion of locality is communities which are autonomous social systems providing their members with social, economic, and political services and functions. Deseran agrees with this notion of locality, suggesting that "This notion of community appears to most closely approximate community satisfaction research in rural areas," and that residential locality is central to community satisfaction research in rural areas and "provides an operational approach to community" (1979:239).

However, Ladewig and McCann in their study of "Community satisfaction: Theory and Measurement" (1980) extend the notion of rural residential locality to rural county for a common frame of reference for the study of satisfaction, conceptualizing the county as "a place to live." They justified their frame of reference for the county with the reasons provided by Bonjean et al. (1969:160) who utilized the county as "a measure of the community":

1. The county is the one administrative unit below the level of the State for which the greatest amount of comparable data are available.
2. The use of city data alone eliminates the rural population . . .(because) comparable data are readily available only for cities larger than 25,000.
3. The political, social, economic, cultural, and functional boundaries of cities and villages are no more sharply delineated than are those of county.

For this particular study of community satisfaction in rural Mississippi, communities refer to the rural county in which residents interact with one another living under the direct or indirect impacts of social, economic, political, cultural, and functional attributes of their rural environment.

The second major conceptual problem of the term community satisfaction arises from the meaning of satisfaction. The meaning of satisfaction is equally crucial for community satisfaction research because it determines how we relate the concept of community to the subjective world of community residents. Knop and Stewart (1973) challenged the value of community satisfaction research, pointing out that the concept of satisfaction is highly problematic, because: (1) we can hardly know the internal evaluative standards by which the attributes of community are judged by individual residents, (2) levels of satisfaction are also varying in terms of particular at-

tributes of community, thereby hampering the ability to compare individual responses across multifaceted attributes; and (3) the possibility of individual differences resulting from interaction between the above-mentioned problems would create further complications. Basically agreeing with Knop and Stewart's concerns, however, Deseran argues that the issues can be resolved from a more general level of analytical approach with a concept of satisfaction as "an individual's experience of whatever it is we mean by community" (1978:238).

Other studies (Brickman and Campbell, 1971; Helson, 1964) also indicate that subjective standards against which the objective attributes are judged change as one's satisfaction with one's living environment changes. This relationship can be explained by the theory of interaction outcomes as proposed by Thibaut and Kelley (1959). They used the concept of "comparison level" to set a standard against which the objective conditions are judged by an individual. The comparison level is viewed as the neutral point on a continuum ranging from satisfaction to dissatisfaction. "Outcomes that fall above the comparison level would be relatively satisfying . . .to the individual; outcomes that fall below comparison level would be relatively unsatisfactory" (Ladewig and McCann, 1980:116).

Furthermore, Thibaut and Kelley argued that the comparison level is highly associated with the level of outcomes an individual has experienced in the past and is experiencing in the present, and that an individual's comparison level is also related to his perception of his own power to attain favorable outcomes. Accordingly, it is assumed that "individuals who see themselves as capable of attaining and controlling presently unattainable outcomes will have a higher comparison level than individuals who are uncertain about their power to attain attractive but presently unattainable outcomes" (Ladewig and McCann, 1980:117). From the theory of interaction outcomes, it is clear that a resident's level of community satisfaction is largely based on the outcomes of his relationship with the community in the past or present and his perception of his own ability to control the events.

There is no doubt that these outcomes are largely influenced by the relationship of objective attributes to subjective experiences. The most salient subjective experiences are closely associated with the individual's perceptions of his ability to control outcomes he has experienced, currently experiences, and expects to experience in his community. In other words, as Ladewig and McCann stated, "community members who perceive a high degree of control over outcomes they experience in the community will have a highly interdependent relationship to the community and will display a more cohesive association to the overall community than will those community members who perceive a low degree of control over outcomes they experience" (1980:117). Therefore, identifying and measuring the impacts of intervening variables which affect an individual's perceptions of his ability

to control the outcomes of his community relationships are important for determining efficient predictors of levels of community satisfaction in rural areas.

Source of Data

Survey data collected during the summer of 1981 in Mississippi as part of a regional research project called "The Isolation of Factors Related to Levels and Patterns of Living in the Rural South" (RR-1, USDA) was used for this study. Ten state samples of at least 240 respondents each made up the RR-1 sample. The multistage sampling procedure included three sample counties from each state which were racially-mixed, rural counties with low median family incomes. Sample sizes were assigned in proportion to each sample county's population within the three counties of each state (for detailed information, see Training Manual of 1890 Regional Research Project). Using this sample procedure, 96, 72, and 80 respondents were selected from Leake, Noxubee, and Quitman counties for the survey in Mississippi, 248 in the total sample.

The three Mississippi counties sampled are racially-mixed and poor with transfer payments as the major income source. The per capita incomes for 1979 for Leake, Noxubee, and Quitman counties were $5,105, $4,924, and $4,515 respectively, while the per capita income average of Mississippi was $6,200 (Bureau of Economic Analysis, Personal Income by Major Sources, 1974-1979, April 1981). Trained interviewers conducted interviews in these counties with 248 heads of families who were selected using regionally adopted sampling procedures.

The questionnaire consisted of five sections: 1. Demographic Information; 2. Community and Life Satisfaction; 3. Values, Attitudes, and Beliefs; 4. Consumer Behavior and Personal Income; and 5. Political Behavior. Of these data, items from section 1. (Demographic Information), 3. (Values, Attitudes, and Beliefs), 4. (Consumer Behavior and Personal Income), and 5. (Political Behavior) were selected for examination as possible predictors of community satisfaction.

Factor Analysis of Community Satisfaction Items

Twenty-five items which concerned community satisfaction (Section II: Community and Life Satisfaction, questions 21-45 of the questionnaire) were factor analyzed to determine the factor structure of the items. Each of the items conformed to a five point Likert-type scale (1 = strongly agree, 5 = strongly disagree). Positively and negatively worded items were transformed so that a low score would indicate a high degree of satisfaction and a high score would indicate a low degree of satisfaction.

Whenever a respondent failed to respond to a Likert-type item, the respondent was given the score representing the intermediate point on the scale. However, eleven of the 248 respondents were excluded from the final

analysis due to the fact that they failed to respond to several non-Likert-type items.

A principal components analysis followed by a varimax rotation was performed on the twenty-five items. Table I-1 contains the unrotated factor matrix and Table I-2 contains the varimax simple structure of items. The varimax procedure yielded four factors accounting for 73.8% of the variance in the items, however, several items loaded on more than one factor, therefore, an oblique rotation was performed to aid in the interpretation of the factors. Table I-3 contains the results of the oblique rotation, Table I-4 contains the intercorrelations among the oblique factors, and Table I-5 groups the items loading on each of the four factors.

Items loading on Factor 1 seem to reflect respondent's general attitudes toward others in the community and attitudes about schools and community leaders. Factor 2 seems to reflect feelings about order and peace, the role of churches in the community, race relations, and one's sense of belongingness. Items loading on Factor 3 seem to focus on attitudes toward the impact of civil rights legislation and the impact of schools upon the community. Factor 4 reflects attitudes about crime and the importance of money for full acceptance in the community.

An examination of the factor structure revealed that all of the items loaded on at least one of the factors and all of the factors seemed to reflect community concerns, therefore, it was decided to treat responses to the twenty-five items as a unitary scale measuring community satisfaction and each respondent's total score on the 25 items was computed.

Identification of Factors Predicting Community Satisfaction

A stepwise multiple regression was performed to select the variables from the questionnaire that provided the best prediction of community satisfaction. Responses to forty-three items from the questionnaire were used as predictor or independent variables and community satisfaction was the dependent variable. Community satisfaction scores were obtained for each respondent by summing responses to the items of the community satisfaction in the questionnaire.

The stepwise multiple regression analysis identified 13 variables which predicted levels of community satisfaction. Tables I-6 and -7 contain the results of this analysis. Race of respondents was the first factor extracted by the stepwise multiple regression procedure yielding an R squared value of .201. Life satisfaction produced a further increase in the precision of predicted community satisfaction (R squared change of .05). Although the remaining eleven variables contributed to increased precision of prediction of community satisfaction scores, the contribution of each variable was rather small (R squared changes ranging from .008 to .021). However, including the remaining eleven variables in the regression equation increased the value of the R squared value to .382.

Table I-1 Unrotated Factor Matrix for Principle Components Analysis

Question	Factor 1.	2.	3.	4.
21. Real friends are hard to find in this community.	.564	-.156	.017	-.032
22. Our schools do a poor job of preparing young people for life.	.334	-.072	.178	.439
23. This community is very orderly and peaceful.	.485	.063	-.357	.086
24. A lot of the people here think they are too nice for you.	.557	-.280	.050	-.044
25. The Civil Rights Act of 1964 has made life better for people in this community.	-.175	.338	.439	.074
26. Families in this community keep their children under control.	.555	.144	-.162	.132
27. Different churches here cooperate well with one another.	.418	.483	-.007	-.046
28. The main problem in this community is crime.	.473	-.308	.033	-.306
29. Some people can get by with almost anything while others take the rap for any little misdeed.	.482	-.147	-.159	.138
30. Our schools do a good job in preparing students for college.	.092	.416	.377	.306
31. Most people try to use you.	.631	-.344	.011	.198
32. Blacks and whites get along well in this community.	.360	.189	-.253	.177
33. Most people here show good judgment.	.356	.421	-.305	.021
34. It is dangerous to walk down the streets in this community.	.535	-.123	.005	-.172
35 This community lacks real leaders.	.332	-.215	-.102	-.010
36. People here give you a bad name if you insist on being different.	.586	-.259	.199	.186
37. Our high school graduates take an active interest in making this community a better place in which to live.	.192	.457	.245	.032
38. A few people here make all the money.	.489	-.226	.117	.195

(Table I-1 continues on the next page)

Table I-1

39.	The churches here are a constructive factor for better community life.	.401	.505	-.112	-.101
40.	I feel very much that I belong here.	.265	.487	-.022	-.282
41.	You must spend lots of money to be accepted in this community.	.483	.031	.240	-.392
42.	Most people get their families to Sunday School or church on Sunday.	.255	.406	-.118	.059
43.	I feel welcome going to public activities in this community.	.397	.426	.117	-.018
44.	No one seems to care how this community looks.	.516	-.139	.256	-.025
45.	I am often afraid that criminals will break into my home.	.361	-.122	.173	-.381
	Variance (Eigenvalues)	4.71	2.36	1.03	1.00
	Percent of Variance Explained	38.16	19.16	8.31	8.12

Table I-2 Varimax Simple Structure Factor Loadings

Question		Factor 1.	2.	3.	4.
21.	Real friends are hard to find in this community.	.458	.164	-.098	-.312
22.	Our schools do a poor job of preparing young people for life.	.528	.040	.212	.125
23.	This community is very orderly and peaceful.	.329	.438	-.271	-.018
24.	A lot of the people here think they are too nice for you.	.502	.053	-.133	-.348
25.	The Civil Rights Act of 1964 has made life better for people in this community.	-.177	-.010	.557	.030
26.	Families in this community keep their children under control.	.393	.457	-.060	-.073
27.	Different churches here cooperate well with one another.	.075	.583	.193	-.161
28.	The main problem in this community is crime.	.310	-.002	-.224	-.517

(Table I-2 continues on the next page)

Table I-2

29.	Some people can get by with almost anything while others take the rap for any little misdeed.	.466	.197	-.193	-.074
30.	Our schools do a good job in preparing students for college.	.101	.208	.590	.126
31.	Most people try to use you.	.708	.055	-.137	-.182
32.	Blacks and whites get along well in this community.	.247	.428	-.093	.092
33.	Most people here show good judgment.	.058	.625	-.065	.019
34.	It is dangerous to walk down the streets in this community.	.346	.181	-.127	-.403
35.	This community lacks real leaders.	.312	.048	-.208	-.154
36.	People here give you a bad name if you insist on being different.	.656	.021	.061	-.226
37.	Our high school graduates take an active interest in making this community a better place in which to live.	-.006	.347	.423	-.088
38.	A few people here make all the money.	.566	.030	.015	-.140
39.	The churches here are a constructive factor for better community life.	.011	.635	.102	-.158
40.	I feel very much that I belong here.	-.166	.517	129	-.275
41.	You must spend lots of money to be accepted in this community.	.154	.179	.090	-.618
42.	Most people get their families to Sunday School or church on Sunday.	.033	.486	.099	.027
43.	I feel welcome going to public activities in this community.	.114	.480	.278	-.181
44.	No one seems to care how this community looks.	.448	.056	.115	-.367
45.	I am often afraid that criminals will break into my home.	.128	.027	-.032	-.550
	Variance (Eigenvalues)	3.18	2.76	1.34	1.82
	Percent of Variance Explained	25.77	22.39	10.88	14.72

Table I-3 Oblique Simple Structure Factor Loadings

Question	Factor 1.	2.	3.	4.
21. Real friends are hard to find in this community.	.470	.102	-.057	.030
22. Our schools do a poor job of preparing young people for life.	.495	-.025	.119	-.157
23. This community is very orderly and peaceful.	.120	.482	-.163	-.014
24. A lot of the people here think they are too nice for you.	.495	-.004	-.069	.064
25. The Civil Rights Act of 1964 has made life better for people in this community.	-.108	-.162	.697	.050
26. Families in this community keep their children under control.	.148	.464	-.020	.034
27. Different churches here cooperate well with one another.	-.072	.553	.102	.081
28. The main problem in this community is crime.	.030	-.042	-.110	.599
29. Some people can get by with almost anything while others take the rap for any little misdeed.	.466	.110	-.072	-.060
30. Our schools do a good job in preparing students for college.	.148	-.021	.708	-.091
31. Most people try to use you.	.629	-.011	-.038	-.023
32. Blacks and whites get along well in this community.	.102	.494	-.096	-.132
33. Most people here show good judgment.	-.078	.610	-.061	-.027
34. It is dangerous to walk down the streets in this community.	.029	.064	.000	.574
35. This community lacks real leaders.	.372	-.047	-.069	.056
36. People here give you a bad name if you insist on being different.	.628	-.039	.037	-.037
37. Our high school graduates take an active interest in making this community a better place in which to live.	-.009	.141	.634	.042
38. A few people here make all the money.	.496	-.022	.018	.017

(Table I-3 continues on the next page)

Table I-3

39.	The churches here are a constructive factor for better community life.	-.093	.610	.027	.041
40.	I feel very much that I belong here.	-.188	.545	-.006	.077
41.	You must spend lots of money to be accepted in this community.	.022	.072	.047	.570
42.	Most people get their families to Sunday School or church on Sunday.	-.081	.529	.036	-.051
43.	I feel welcome going to public activities in this community.	.044	.458	.171	-.010
44.	No one seems to care how this community looks.	.444	-.028	.112	-.110
45.	I am often afraid that criminals will break into my home.	-.082	-.063	.042	.635

Table I-4. Oblique Factor Intercorrelations

	Factor 1	Factor 2	Factor 3	Factor 4
Factor 1	**1.00**	**-.258**	**.136**	**-.499**
Factor 2		**1.000**	**-.310**	**-.164**
Factor 3			**1.000**	**.058**
Factor 4				**1.000**

Table I-5 Items Loading on Each Factor

Factor 1

21. Real friends are hard to find in this community.
22. Our schools do a poor job of preparing young people for life.
24. A lot of the people here think they are too nice for you.
29. Some people can get by with almost anything while others take the rap for any little misdeed.
31. Most people try to use you.
35. This community lacks real leaders.
36. People here give you a bad name if you insist on being different.
38. A few people here make all the money.
44. No one seems to care how this community looks.

(Table I-5 continues on the next page)

Table I-5

Factor 2

23.	This community is very orderly and peaceful.
26.	Families in this community keep their children under control.
27.	Different churches here cooperate well with one another.
32.	Blacks and whites get along well in this community.
33.	Most people here show good judgment.
39.	The churches here are a constructive factor for better community life.
40.	I feel very much that I belong here.
42.	Most people get their families to Sunday school or church on Sunday.
43.	I feel welcome going to public activities in this community.

Factor 3

25.	The Civil Rights Act of 1964 has made life better for people in this community.
30.	Our schools do a good job in preparing students for college.
37.	Our high school graduates take an active interest in making this community a better place in which to live.

Factor 4

28.	The main problem in this community is crime.
34.	It is dangerous to walk down the streets in this community.
41.	You must spend lots of money to be accepted in this community.
45.	I am often afraid that criminals will break into my home.

Table I-6 Stepwise Multiple Regression for Variables Predicting Community Satisfaction

Variable	r*	Multiple R Squared	B	S.E.
1. Race	-.4484	.201	-6.67	1.38
2. Life Satisfaction	.2738	.252	1.71	.66
3. Fulfilling Plans	.2786	.272	1.77	.62
4. Number of Children	.0486	.285	- .41	.22
5. Communication with Local Officials	-.1596	.296	-6.86	2.35
6. Expected Attention from Officials	.2217	.313	1.20	.46
7. Present vs. Future Orientation	.0712	.328	-1.49	.56
8. Quality of Life (Past Year)	-.2771	.338	- .87	.34
9. Quality of Life (5 Years from Now)	.0792	.349	.60	.31
10. Effect of Vote on Government	.0002	.357	-1.57	.80
11. Frequency of Discussion of Community Problems With Others	.1827	.367	1.24	.70
12. Attendance at Public Meetings	-.1619	.374	-3.14	1.73
13. Wish for More Self-Respect	.2419	.382	1.01	.62

Constant = 85.4698

*Correlation of variable with community satisfaction ($df = 235$).

Table I-7 Analysis of Variance

Source	DF	SS	MS	F	P
Total	236	28,043.8059			
Regression	13	10,708.9085	823.7622	10.5971	P<.001
Residual	223	17,334.8974	77.7350		

Discussion

An examination of the relationship of community satisfaction with each of the variables extracted by the stepwise multiple regression analysis reveals some interesting trends. The correlation between community satisfaction and the first variable selected, race, ($r = -.4484$, $p < .001$) indicates that non-whites exhibit less community satisfaction than whites. The second variable selected, life satisfaction, indicates that individuals who report a high level of community satisfaction also report a high degree of satisfaction with their lives ($r = .2738$, $p < .01$). The third variable that was selected involved respondents' feelings about fulfilling their plans (i.e., "Making plans only brings unhappiness because the plans are hard to fulfill). The correlation between this variable and community satisfaction ($r = .2786$, $p < .01$) indicates that individuals who disagree with the statement exhibit a positive attitude toward planning for the future are more likely to exhibit higher levels of community satisfaction. Individuals who report greater community satisfaction are less likely to have contacted a member of the local government or a community leader about some problems ($r = -.1596$, $p < .05$) and less likely to have attended a political meeting or rally in the past three or four years ($r = -.1619$ $p < .05$). This seems to imply that contact with local officials and political involvement is associated with lower levels of community satisfaction. However, individuals who report high levels of community satisfaction apparently expect to receive attention from local officials should they contact them for assistance ($r = .2217$, $p < .05$) and are more likely to report frequent discussions with others about community problems ($r = .1827$, $p < .05$).

Individuals who express a high level of community satisfaction also express satisfaction with the quality of their life during the past year ($r = -.2771$, $p < .01$) and in response to the question "I wish I could have more respect for myself," high levels of community satisfaction tended to be associated with positive self-respect ($r = .2419$, $p < .02$).

The remaining variables extracted by the stepwise multiple regression procedure make modest contributions to the accuracy of the prediction of community satisfaction and some, in fact, exhibit nonsignificant correlations with community satisfaction. For example, number of children ($r = .0486$, n.s.) present versus future orientation ($r = .0712$, n.s.), quality of life expected five years from now ($r = .0792$, n.s.), and effect of vote on local govern-

ment (r = .0002, n.s.) all exhibit nonsignificant correlations with community satisfaction. The nonsignificant nature of these correlations make the reliability of their contribution to the predictions of community satisfaction questionable, therefore, these variables will not be interpreted.

Summary and Conclusion

In summary, it may be noted that this study has investigated the potentially powerful factors which predict levels of community satisfaction among rural Mississippians. This study began with a conceptual definition of community as a rural county in which residents interact with one another for living under the direct and indirect influences of social, economic, political, cultural, and functional attributes of their environment. Their lack of satisfaction or dissatisfaction with the community is conceptualized here as largely determined by their subjective perceptions of the relationships between the attributes and themselves. It is further assumed in this study that the individual perception is largely influenced or conditioned by several intervening factors. These factors are known here as efficient predictors of community satisfaction.

A unitary scale of community satisfaction was developed with the 25 Likert-type items which represent the multidimensional attributes of a community. The factor analysis of the 25 items accounted for 75.8 percent of the variance in community satisfaction. Then, the stepwise multiple regression analysis was performed to investigate the impact of variables on community satisfaction in terms of their predictability. This study examined 43 variables including sex, race, age, education, marital status, occupation, income, poverty status, number of children, life satisfaction, values, attitudes, beliefs, source of information about community affairs, awareness of important local issues, influence over local government, frequency of discussion over local problems with others, political participation, political efficacy, political activism, etc.

Thirteen of the 43 variables emerged as predictors of community satisfaction through the stepwise multiple regression analysis. For analytical purposes, the 13 variables can be combined on the basis of the nature of item and reclassified into five composite variables: (1) race, (2) life satisfaction, (3) political participation, (4) positive attitudes toward life, and (5) self-esteem. As discussed earlier, race emerged as the best predictor of community satisfaction in rural Mississippi with a R squared value of .201. Life satisfaction (life satisfaction and quality of life during the past year) yielded a further increase in the precision of the predicted community satisfaction with a combined R squared change of .06. Political participation (communication with local officials, expected attention from local officials, effect of vote on government, and attendance at public meetings) produced a combined R squared change of .053. Positive attitudes toward life (fulfilling plans) contributed a combined R squared change of .021 to the precision of the predicted com-

munity satisfaction. Finally, self-esteem variable made a R squared change of .008.

From the summary analysis reported herein, it is inferred that levels of community satisfaction among rural Mississippians can be somewhat accurately predicted by an individual resident's race and to a lesser extent, by the resident's level of life satisfaction, level of political activism, positive attitudes toward life, and degree of self-respect in descending order.

Furthermore, the following is concluded from the results of the findings:

1. Socio-economic and demographic variables except race generally have very little predictive efficiency for community satisfaction in rural Mississippi. Such variables have no direct impact, and have only little indirect effects, mediated through such variables as race, life satisfaction, political activism, and personality. These results are generally consistent with those reported by Davies (1945), Marans and Rodgers (1975), and Goudy (1977). Interestingly enough, however, few studies investigated race as an independent variable to see its relationship with community satisfaction. In the study, as hypothesized, race has emerged as the best predictor of community satisfaction with a R squared value of .201. The predictive efficiency of race among the 43 variables examined here implies that blacks in rural Mississippi who experienced in the past or may still suffer gross inequities may perceive most of the objective attributes of their community as a manifestation of the dominant white culture.

2. Life satisfaction variables as combined here were the second best predictors of community satisfaction. An analysis of the results indicates that the more satisfied one is with the way he is spending his life and the better the life he feels he enjoyed the past year, the higher the satisfaction he gets from his community. In fact, this finding supports the hypothesis and confirms a common view that levels of life satisfaction generally correlate with those of community satisfaction.

3. As hypothesized, political variables emerged as predictors of community satisfaction. The results are somewhat consistent with those reported by Goudy (1977) and Ladewig and McCann (1980) to the extent that political participation and activism is related to community satisfaction. However, it can not be determined from the studies reported by Goudy, and Ladewig and McCann how political participation is related to community satisfaction. As reported in the discussion section, the results reveal that the political participation is somewhat inversely associated with community satisfaction: that is, frequent contacts with local officials and active political involvement are associated with lower levels of community satisfaction. In other words, blacks in rural Mississippi whose levels of community satisfaction are relatively lower than whites have contacted local officials about some problems and attended public meeting more frequently than whites. This finding is consistent with

what Shingles (1981) found in his study of "Black Consciousness and Political Participation: The Missing Link." He reports that blacks, particularly poor blacks, are politically active not in form of the electoral process but in "working directly with local and federal administrators in addressing community problems," even though they have a deepening distrust for government officials and leaders with whom they interact (1981: 88-89).

4. Finally, personality variables such as self-confidence and self-esteem also have some predictive efficiency, even though very meager. It appears that those who have self-confidence in controlling their future course of events and high degree of self-respect are likely to show higher levels of community satisfaction.

These findings are by no means considered definitive. However, the analysis went a step further than previous studies by investigating potentially efficient and powerful predictors of community satisfaction in a Southern rural setting such as race, life satisfaction, political involvement, and personality variables, and by utilizing the factor analysis and stepwise multiple regression analysis. Furthermore, it is hoped that the analysis contributes to the understanding of community satisfaction concept through the complex relationships among objective attributes, subjective perceptions and judgments, and intervening variables known here as "predictors." However, it is felt that future studies need to search for new potential predictors to increase the predictability of community satisfaction in rural as well as urban settings.

II

Predictors of Life Satisfaction

Introduction

Over the years, the quality of life in rural America has been studied from three different approaches (Dillman et al., 1977). The first, which prevailed for most of this century, viewed the material or economic well-being as key indicators of quality of life. The second investigated a broad array of objective conditions of well-being such as health services, educational achievements, crime rates, and other conditions that reflect human needs. The third relied on subjective evaluations of well-being, focusing on such attributes as satisfaction, happiness, sense of well-being, and aspirations.

The first approach, however, revealed itself as inadequate, mainly because of man's insatiability for improving his quality of life as well as because of the fact that economic prosperity often interferes with the attainment of non-economic wants such as clean air and water. In other words, "economic well-being, considered by most to be the original solution to mankind's woes, had itself become the problem bringing with it the need to rethink the meaning" of quality of life (Dillman et al., 1977:118).

Most studies based on the second approach report that rural America in general suffers from several areas of deprivation, particularly material well-being and the receipt of institutional services, as compared with urban America (Morrison et al., 1974; Hines et al., 1975; Ross, 1975; Martin, 1975; American Medical Association, 1971). Despite such shortcomings in rural America, several recent inquiries into the subjective assessment of quality of life claim that the subjective sense of well-being known as satisfaction or happiness increases with ruralness (Campbell et al., 1976; Williams et al., 1975; Christenson, 1976). They explain this phenomenon with the fact that the inadequacy of material well-being and certain services in rural areas is largely offset by the presence of other qualities such as clean air, safety from crime and violence, desirability as a place to raise children, access to the outdoors, and friendliness of people (Albrecht, 1974).

Examining the impact of socio-economic variables, many studies report that sex has little effect on life satisfaction while marital status appears to be the most powerful single predictor (Bradburn et al., 1965; Robinson, 1969). Cantril (1965) finds that almost two-thirds of his sample perceive economic factors as the source of life satisfaction, with just under half expressing good health and family contentment. Age is also considered as an important factor affecting levels of life satisfaction, with generally decreasing satisfaction for older ages (Gurin et al., 1960; Bradburn et al., 1965).

Furthermore, persons of higher social status are invariably known to ex-

press higher levels of satisfaction than persons of lower status (Inkeles, 1960; Cantril, 1965; Robinson, 1969). As far as race is concerned, previous studies suggest that blacks are more likely to be dissatisfied than whites, even though their findings are somewhat inconclusive due to the small sample size of blacks. Bradburn et al. (1965) and Noll et al. (1968) also argue that employment status appears to be a prime predictor of life satisfaction. But the differences in religious affiliation have not generally proved to be significant, although Catholics expressed somewhat less happiness in the Gurin et al.'s (1960) study.

In social psychological literature, the vast majority of Americans are reported to be content with the way they are spending their lives (Gurin et al., 1960; Bradburn et al., 1965; Robinson, 1969). More interesting is a finding that people who express satisfaction at one time period are quite likely to report satisfaction at a later period (Wilson, 1960; Bradburn et al., 1965; Robinson et al., 1971). Relation of life satisfaction with psychological attitudes and certain behavior patterns has been one of the more interesting features of satisfaction research. Various studies report that the relatively high correlation of life satisfaction exists with self-esteem (Wilson, 1967; Backman et al., 1967), with personal competence or efficacy (Survey Research Center, 1968), and with successful involvement with people (Wilson, 1967). Life satisfaction is also known as highly related to increased social interactions (Wilson, 1960; Bradburn et al., 1965).

The above literature review provides a number of findings on the factors associated with life satisfaction. Yet there are two reasons to suspect the general conclusions of these studies. First, most of the studies relied on simple correlations to establish the relations between satisfaction and a number of independent variables. Bivariate correlations, however, can be misleading when other important factors influence both variables in question. This sort of measurement error can be reduced by using multivariate methods. Secondly, most of the previous studies examined socio-economic, psychological and behavioral variables separately against life satisfaction. As a result, many of these findings may be based on severely biased estimates of the relation of life satisfaction with key independent variables. Therefore, the main objective of this study is to report an analysis of the key predictors of life satisfaction in rural Mississippi with an attempt to examine all three types of independent variables, using a stepwise multiple regression analysis, in order to further define the relation between life satisfactoin and independent variables in a Southern rural environment.

Materials and Methods

Data analyzed for this study are collected in 1981 in Mississippi as a part of a regional research project known as RR-1. Three sample counties selected by a multistage sampling procedure are racially-mixed, rural counties with

low median family incomes. Sample sizes were assigned in proportion to each selected county's population. Accordingly, 96, 72, and 80 respondents were selected from Leake, Noxubee, and Quitman counties for the survey in Mississippi, 248 in the total sample.

The questionnaire consisted of five sections: 1. Demographic Information; 2. Community and Life Satisfaction; 3. Values, Attitudes, and Beliefs; 4. Consumer Behavior; and 5. Political Behavior. Of these data, items from sections 1, 2, 3, 4, and 5 were selected for examination as possible predictors of life satisfaction.

Twenty five of the items from the Community and Life Satisfaction section were factor analyzed in the previous study (Cho and Ritter, 1982). Four factors were extracted and an analysis of the factor structure reveals that all of the items loaded on at least one of the factors and all of the factors seemed to reflect community concerns. Therefore, these items were treated as a unitary scale measuring community satisfaction and each respondent's total score on the twenty five items was computed. Similarly, four items from the Consumer Behavior section which were concerned with growing vegetables or raising animals were combined into single scale. All other items from the questionnaire used in this study are analyzed individually.

Whenever a respondent failed to respond to a Likert-type item, the respondent was given the score representing the intermediate point on the scale. However, eleven of the 248 respondents were excluded from the final analysis due to the fact that they failed to respond to several non Likert-type items.

A stepwise multiple regression is performed to select the variables from the data that provide the best prediction of life satisfaction. The fifty three independent variables used here are obtained by taking responses to fifty one of the items in the questionnaire plus scores for community satisfaction and consumer behavior. The dependent variable is life satisfaction as represented by responses to an item which asked, "In general, how satisfying do you find the way you are spending your life? Would you call it: Completely satisfying, Somewhat satisfying, Unsure, Not too satisfying, Very Unsatisfying."

Identification of Factors Predicting Life Satisfaction

Tables II-1 and -2 contain the results of a stepwise multiple regression analysis, providing the best predictors of life satisfaction in a Southern rural setting. A self-anchoring scale item dealing with the quality of life during the past year was the first variable extracted by the stepwise multiple regression yielding an R squared valued of .089. Age of the respondent produces a further increase in the precision of predicted life satisfaction (R squared change of .065). Further increases in the multiple R square value are generated by responses to items concerned with quality of life five years

from now (R squared change of .064), fairness of the local grocer (R squared value of .048), and overall community satisfaction (R squared change of .022).

Although the remaining nine variables contribute to increased precision of prediction of life satisfaction scores, the contribution of each variable is rather small (R squared changes ranging from .007 to .018). However, including the remaining nine variables in the regression equation increases the value of the R squared value to .413.

Discussion

The correlation between life satisfaction and the first variable selected, quality of life during the past year ($r = -.2984$, $p < .001$), indicates that individuals who express higher levels of life satisfaction during the past year also report higher rates of satisfaction with today's life. A significant correlation between age and life satisfaction ($r = -.2378$, $p < .001$) means that older people report higher levels of satisfaction than younger people. The third variable extracted by the procedure, quality of life five years from now, indicates that higher levels of life satisfaction are associated with a feeling that life will be of high quality in the future ($r = -.2693$, $p < .001$).

Table II-1 Stepwise Multiple Regression for Variables Predicting Life Satisfaction

Variables	r*	Multiple R Square	B	S. E.
1. Quality of life (past)	-.2984	.089	- .08	.03
2. Age	-.2378	.154	- .02	4.12
3. Quality of life (five years from now)	-.2693	.218	- .11	.03
4. Fairness of local grocer	.1704	.266	- .22	.08
5. Community satisfaction	.2738	.288	8.91	5.28
6. Work to earn money	.1887	.306	.18	.06
7. Ability to work	.0209	.320	- .15	.05
8. Health insurance	-.2549	.335	- .42	.13
9. Happiness is not expecting much	-.1500	.349	- .15	.05
10. Influence on local government	.1809	.362	.11	.05
11. Education	.0373	.376	.05	.02
12. Not work if I had money	.0094	.391	- .16	.05
13. Don't worry about tomorrow	.0636	.406	.09	.05
14. Planning brings unhappiness	.2074	.413	.09	.05

Constant = 3.2505

**Correlation of variable with life satisfaction (df = 235).*

Table II-2 Analysis of Variance

Source	DF	SS	MS	F	P
Total	236	216.9452			
Regression	14	89.6668	6.4048	11.1713	$p > .001$
Residual	222	127.2784	.5733		

High levels of satisfaction with life is also related to a feeling that the respondent's local grocer treats him fairly ($r = .1704$, $p < .01$), and high levels of community satisfaction ($r = .2738$, $p < .001$)[1]. Individuals who express high life satisfaction also seem to value protestant work ethic highly, disagreeing with the statements, "Work is something I do in order to earn some money" ($r = .1887$, $p < .01$) and "If I had enough money to support myself and my family, I would never work" ($r = .0094$, n.s.). Somewhat high correlation between life satisfaction and personal competence is also provided by respondents who report high life satisfaction and disagree with the statement, "Making plans only brings unhappiness because the plans are hard to fulfill" ($r = .2074$, $p < .001$), while agreeing with the statement, "The secret of happiness is not expecting too much out of life and being content with what comes your way" ($r = -.1500$, $p < .02$). Respondents who report higher levels of life satisfaction also report that they have some impact on local government decisions ($r = .1809$, $p < .01$), suggesting their high sense of political efficacy.

Of consumer behavior variables, health insurance emerges as an important predictor of life satisfaction ($r = -.2549$, $p < .001$). Individuals who report higher levels of life satisfaction also indicate that they possess health insurance, implying that they are psychologically secure from a possible financial worry, if a serious illness becomes a reality, since health care costs far too much today. It is true that many poor people today find adequate health care difficult to obtain. In this regard, this finding may suggest somewhat indirect influence of economic well-being on levels of life satisfaction.

Several other variables are extracted by the stepwise multiple regression procedure (e.g., ability to work, education, etc.). However, the correlations of these variables with life satisfaction are not significant. Therefore, no interpretation of these variables are offered here.

1. As discussed in detail in the section of "Factor Analysis of Community Satisfaction Items" of the previous chapter, a factor analysis of 25 community satisfaction items yielded four factors accounting for 73.8% of the variance in the items. The first factor indicates individual's general attitudes toward other people, schools, and leadership in the community. The second factor reflects feelings about order and peace, the role of churches, and race relations in the community. The third factor is related to individual's attitudes toward the impacts of civil rights legislation and educational system upon the community. The fourth factor reflects attitudes about crime in the community.

Conclusion

Our examination of the significance of socio-economic, psychological and behavioral variables on levels of life satisfaction has provided the following conclusions:

1. As expected, one's life satisfaction in a rural setting appears to be very stable. In other words, people who express higher levels of satisfaction with their present life are most likely to report that they had better life most of the time during the past year as well as to expect much better quality of life five years from now. This finding is consistent with those reported by Wilson (1960), Bradburn et al. (1965), and Robinson et al. (1971).

2. Of socio-economic variables analyzed here, however, only age emerged as a significant predictor of life satisfaction in rural Mississippi. More interesting is the finding that life satisfaction increases with older ages. As discussed earlier, the previous studies reported that very high rates of dissatisfaction correlates with older people, unemployed or extremely low income people, and blacks. But our sample which consisted of 52% poor people and 39% blacks does not indicate any significant differences in life satisfaction between poor and non-poor, and between blacks and whites. Instead, age alone shows its relatively strong predictive power with levels of life satisfaction increasing with older ages, which is quite contrary to the findings of the previous studies. In rural areas, increasing life satisfaction with age might be due to (1) fewer threats to the security of older people because of the lower crime rates of rural areas, and (2) close ties among people in rural areas. Whereas in urban areas, older individuals might be expected to express less life satisfaction than younger individuals due to threats to the security of the elderly and social isolation.

3. An analysis of the data further indicates that persons having high trust in local grocer, community satisfaction, protestant work ethic, personal competence, and political efficacy are most likely to express high rates of satisfaction with their life in a rural setting. In other words, it appears that the socio-psychological factors and personality of an individual have more powerful influence than any other types of factors on his level of life satisfaction in rural areas. In fact, our findings are largely consistent with those reported by Backman, et al. (1967), Wilson (1967), and Survey Research Center data for 1965-66 and 1968. However, it is interesting to point out that few previous studies reported the significance of protestant work ethic as one of the prime predictors of life satisfaction in rural areas.

In summary, the conclusions indicate that life satisfaction in a rural setting is heavily affected and conditioned by social and, to a large extent, psychological factors, but is least affected by material or economic factors. All of these findings seem to imply that the economic well-being of individuals in rural America emphasized by numerous rural development policies in recent years is a necessity for the modern style of living and human dignity, but not a sufficient factor for their life satisfaction.

RR-1 Regional Instrument
Survey of Families Involved in "The Isolation of Factors Related to Levels and Patterns of Living in Selected Areas of the Rural South"

Summer, 1981

State:_____(FIPS CODE_____ _____)

County:_____(FIPS CODE_____ _____ _____)

Cluster Number:_____ _____

Interview Number:_____ _____

Interviewer Number:_____ _____ _____

(RECORD) Time Interview Started_____ a.m. p.m. (Circle a.m. or p.m.)

Time Interview Ended_____ a.m. p.m. (Circle a.m. or p.m.)

(RECORD DO NOT ASK)

Sex of Head of the Household	Male 1	Female 2	
Race of Head of the Household	Black 1	White 2	Other 3

Contact Number: 1 2 3 4

(Circle Each Contact, As Made: After 2 Contacts, Notify Field Supervisor)

35

SECTION I: DEMOGRAPHIC INFORMATION

1. Please tell me all of the persons who live in this house year-round, not by name but by their relationship to you (e.g., son, daughter, father, sister, half-sister, brother, etc.?) *(Circle Appropriate Sex Code For Each Entry)*

	Male	Female		Male	Female
1. _____	1	2	9. _____	1	2
2. _____	1	2	10. _____	1	2
3. _____	1	2	11. _____	1	2
4. _____	1	2	12. _____	1	2
5. _____	1	2	13. _____	1	2
6. _____	1	2	14. _____	1	2
7. _____	1	2	15. _____	1	2
8. _____	1	2	16. _____	1	2

2. What is your current age? (IN YEARS)_____

3. What is the highest grade you completed in school?

   (RECORD NUMBER)_____

4. Your current marital status. (CIRCLE ONE)

   Married 1
   Divorced 2
   Separated 3
   Widowed 4
   Never Married 5

5a. What is your occupation *(If retired or unemployed ask, "What was your usual occupation before your retirement or layoff?")* *(Circle One)*

   Professional, technical and kindred worker 01
   Manager or administrator *(Except Farm)* 02
   Sales worker 03
   Clerical or kindred worker 04
   Craftsman or foreman 05
   Operative involved in manufacturing 06
   Transport equipment operative 07
   Laborer *(Except Farm)* 08
   Farmer or farm manager 09
   Farm Laborer or farm foreman 10
   Service worker *(Except Private Household)* 11
   Private household worker 12

   INTERVIEWER:

5b. IF CATEGORY 09 or 10 CIRCLED IN 5a RECORD 1
   IN THE FOLLOWING SPACE. OTHERWISE RECORD 2_____

6a. How many persons in this household depend on your income as their sole means of support? *(Record Number)*_____

(Refer to Question 5b, if '1' is recorded use Income column A, otherwise use Income Column B)

Family Size (from Q. 6a)	INCOME A (Farm)	INCOME B (Non-farm)
1	3250	3790
2	4380	5010
3	5310	6230
4	6340	7450
5	7370	8670
6	8400	9890
OVER 6 MEMBERS ADD:	$1030 per person	$1220 per person

6b. LOOKING DOWN THE APPROPRIATE COLUMN, FIND FAMILY SIZE. READ THIS FIGURE TO THE RESPONDENT IN THE FOLLOWING WAY: "Did you earn more than **(Figure)** during 1980?"

Yes 1
No 2

*(Record figure you used*_____*)*

(Now, I'd like to ask you some questions about your father and grandfather).

7. What is your father's age? *(In Years)*
_____*(If Deceased Code 00)*

8. What is (was) your father's marital status? *(Circle One)*

Married 1
Divorced 2
Separated 3
Widowed 4
Never Married 5

9. What was the highest grade he completed in school? *(Record Number)* _____

10. How many children did your father have? *(Record Number)* _____

11. What is (was) your father's occupation? *(If retired or unemployed ask, "What was his usual occupation before his retirement or layoff") (Circle One)*

Professional, technical and kindred worker 01
Manager or administrator *(Except Farm)* 02
Sales Worker 03
Clerical or kindred worker 04
Craftsman or foreman 05
Operative involved in manufacturing 06
Transport equipment operative 07
Laborer *(Except Farm)* 08
Farmer or farm manager 09

Farm laborer or farm foreman 10
Service worker *(Except Private Household)* 11
Private household worker 12

12a. In what year did you leave home?_____

12b. During that year what is your best estimate of your father's income?
*(Record in Dollars)*_____

13. What is your grandfather's age? *(In Years)*
_____*(If Deceased Code 00)*

14. What is (was) your grandfather's marital status?
(Circle One)

Married 1
Divorced 2
Separated 3
Widowed 4
Never Married 5

15. What was the highest grade he completed in school?
*(Record Number)*_____

16. How many children did your grandfather have?
*(Record Number)*_____

17. What is (was) your grandfather's occupation? *(If retired or unemployed ask, "What was his usual occupation before his retirement or layoff") (Circle One)*

Professional, technical and kindred worker 01
Manager or administrator *(Except Farm)* 02
Sales Worker 03
Clerical or kindred worker 04
Craftsman or foreman 05
Operative involved in manufacturing 06
Transport equipment operative 07
Laborer *(Except Farm)* 08
Farmer or farm manager 09
Farm laborer or farm foreman 10
Service worker *(Except Private Household)* 11
Private household worker 12

18a. In what year did your **father** leave home?_____

18b. During that year what is your best estimate of your grandfather's income?
*(Record in dollars)*_____

(Hand the respondent the enclosed diagram of a ladder)

Here is a picture of a ladder. At the bottom of the ladder is the worst life you might reasonably expect to have. At the top is the best life you might expect to have. Of course, life from week to week falls somewhere in between.

19a. Where on the ladder was your **best week** in the past year – on which rung would you put it? *(Circle One)*

1 2 3 4 5 6 7 8 9

19b. Where on the ladder was your **worst week** during the past year—on which rung? *(Circle One)*

1 2 3 4 5 6 7 8 9

19c. Where on the ladder were you **most of the time** during the past year? *(Circle One)*

1 2 3 4 5 6 7 8 9

19d. Where on the ladder were you **five years ago**? *(Circle One)*

1 2 3 4 5 6 7 8 9

19e. Where on this ladder do you expect to be **five years from now**? *(Circle One)*

1 2 3 4 5 6 7 8 9

19f. Where on this ladder did your father stand when you were a child? *(Circle One)*

1 2 3 4 5 6 7 8 9

19g. Where on this ladder did your grandfather stand? *(Circle One)*

1 2 3 4 5 6 7 8 9

20. How many children do you have?
(If none, enter 0 and skip to Q. 21)_____

SECTION II: COMMUNITY AND LIFE SATISFACTION

SCRIPT: Think of each of the statements that I am going to read to you as relating to the people of the entire community both in town and on neighboring farms. If you think the statement fits this community very well, respond **Strongly Agree**; if it applies only partially, answer **Agree**; if you cannot see how it relates in one way or another to this particular community, answer **Undecided**; if you think it is not true, respond **Disagree**; and if it definitely is not true, answer **Strongly Disagree**.

(Circle one answer for each question)

	Strongly Agree	**Agree**	**Undecided**	**Disagree**	**Strongly Disagree**
21. Real friends are hard to find in this community.	1	2	3	4	5
22. Our schools do a poor job of preparing young people for life.	1	2	3	4	5
23. This community is very orderly and peaceful.	1	2	3	4	5
24. A lot of the people here think they are too nice for you.	1	2	3	4	5

		Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
25.	The Civil Rights Act of 1964 has made life better for people in this community.	1	2	3	4	5
26.	Families in this community keep their children under control.	1	2	3	4	5
27.	Different churches here cooperate well with one another.	1	2	3	4	5
28.	The main problem in this community is crime.	1	2	3	4	5
29.	Some people can get by with almost anything while others take the rap for any little misdeed.	1	2	3	4	5
30.	Our schools do a good job in preparing students for college.	1	2	3	4	5
31.	Most people try to use you.	1	2	3	4	5
32.	Blacks and whites get along well in this community.	1	2	3	4	5
33.	Most people here show good judgment.	1	2	3	4	5
34.	It is dangerous to walk down the streets in this community.	1	2	3	4	5
35.	This community lacks real leaders.	1	2	3	4	5

		Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
36.	People here give you a bad name if you insist on being different.	1	2	3	4	5
37.	Our high school graduates take an active interest in making this community a better place in which to live.	1	2	3	4	5
38.	A few people here make all the money.	1	2	3	4	5
39.	The churches here are a constructive factor for better community life.	1	2	3	4	5
40.	I feel very much that I belong here.	1	2	3	4	5
41.	You must spend lots of money to be accepted in this community.	1	2	3	4	5
42.	Most people get their families to Sunday School or church on Sunday.	1	2	3	4	5
43.	I feel welcome going to public activities in this community.	1	2	3	4	5
44.	No one seems to care how this community looks.	1	2	3	4	5
45.	I am often afraid that criminals will break into my home.	1	2	3	4	5

46. What are the three things which make life most satisfying for you? *(Do not read list)*

a. _____
b. _____
c. _____

01 Family/children
02 Good health and nutrition
03 Money/able to pay bills
04 Having a job
05 Decent home/shelter
06 Good Community
07 Church
08 Helping others/love/friends
09 Education
10 Other:_____
99 No answer

47. What are the three things which make life most unsatisfying for you? *(Do not read list).*

a. _____
b. _____
c. _____

01 Lack of money/low wages/bills/inflation
02 Lack of job
03 Crime
04 Poor health
05 Community deterioration
06 Lack of adequate housing
07 Lack of education
08 Hard to make friends
09 Family problems
10 Other:_____
99 No answer

48. In general, how satisfying do you find the way you are spending your life? Would you call it: *(Read list, Circle one).*

Completely satisfying 1
Somewhat satisfying 2
Unsure 3
Not too satisfying 4
Very unsatisfying 5

SECTION III: VALUES, ATTITUDES, AND BELIEFS

SCRIPT: I am going to ask you a number of questions that deal with you and your feeling about yourself and your family. There are no right or wrong answers to these questions so be as honest as you can in each response. After I read each statement tell me whether you **Strongly Agree**, **Agree**, are **Uncertain** about, **Disagree** or **Strongly Disagree** with it.

	Strongly Agree	**Agree**	**Uncertain**	**Disagree**	**Strongly Disagree**
49. I am able to do things as well as other people.	1	2	3	4	5

		Strongly Agree	Agree	Uncertain	Disagree	Strongly Disagree
50.	The secret of happiness is not expecting too much out of life and being content with what comes your way.	1	2	3	4	5
51.	It is important to make plans for one's life and not just accept what comes.	1	2	3	4	5
52.	I wish I could have more respect for myself.	1	2	3	4	5
53.	I certainly feel useless at times.	1	2	3	4	5
54.	Making plans only brings unhappiness because the plans are hard to fulfill.	1	2	3	4	5
55.	With things as they are today a person ought to think only about the present and not worry about what is going to happen tomorrow.	1	2	3	4	5
56.	When you are in trouble only a relative can be depended upon to help you out.	1	2	3	4	5

57. Being realistic, how much schooling do you think most of your children will complete? *(Circle one)*

Not finish high school 1
High school diploma 2
Some college training 3
College degree 4
Graduate or professional school 5
No children or children have already completed school 9

58. Did (or would) you advise your children to leave this community in order to be successful? *(Circle one)*

Yes, to a great extent 1
Yes, somewhat 2
Uncertain 3
No, not very much 4
No, definitely not 5
No children 9

59. There are enough jobs for the young people in this community. *(Circle one)*

Yes, to a great extent 1
Yes, somewhat 2
Uncertain 3
No, not very much 4
No, definitely not 5
No response 9

SCRIPT: Now I'm going to read some statements to you about work. Please indicate whether you **Strongly Agree**, **Agree**, are **Uncertain** about, **Disagree**, or **Strongly Disagree** with each statement.

		Strongly Agree	Agree	Uncertain	Disagree	Strongly Disagree
60.	Work is proof of an individual's worth to himself.	1	2	3	4	5
61.	A person should do all in his power to earn a living.	1	2	3	4	5
62.	If I had enough money to support myself and my family, I would never work.	1	2	3	4	5
63.	When looking for a job a person ought to find a position in a place located near his parents, even if it means losing a good opportunity elsewhere.	1	2	3	4	5
64.	Work is something I do in order to earn some money.	1	2	3	4	5

		Strongly Agree	Agree	Uncertain	Disagree	Strongly Disagree
65.	If you have the chance to hire an assistant in your work, it is always better to hire a relative than a stranger.	1	2	3	4	5
66.	A responsible individual is one who keeps his job.	1	2	3	4	5

67. Would you or your spouse be interested in training for a new or better job?
(Circle one code for head and one for spouse)

a) Head
Yes 1
No . . . . . 2 (Go to Q. 70)
Don't Know 8

b) Spouse
Yes 1
No 2
No Spouse . . . 3 (Go to Q. 70)
Don't Know . . 8

68. What kind of jobs would you like to be trained for? Please be as specific as possible)
(Interviewer, code the first job mentioned for both head and spouse using categories provided in question 5a).

(Head)	*(Spouse)*
_____	_____
_____	_____
_____	_____

69. *Would you be willing to take special courses or technical training to prepare for the new or better job?*
(Read list, circle one code for each part i.e., both head and spouse)

	Yes	No	Maybe	No Spouse	DK
a) if a small fee is charged:					
1) Head:	1	2	3		8
2) Spouse:	1	2	3	7	8
b) if training is free:					
1) Head:	1	2	3		8
2) Spouse:	1	2	3	7	8
c) if you were paid to take the training:					
1) Head:	1	2	3		8
2) Spouse:	1	2	3	7	8

(Ask 69-D only if '1' or '3' is recorded for 69-C for head or spouse)

d) How much would you have to be paid per hour?

1) Head: $_____

2) Spouse: $_____No spouse: . . .9999

70. If employment for which you qualify is not available in your immediate area, how far would you be willing to travel from your home to the job (i.e., one way mileage) daily?

(Circle one code for each part)

Head

less than 10 miles 1
10 to 14 miles 2
15 to 19 miles 3
20 to 24 miles 4
25 to 29 miles 5
30 to 39 miles 6
40 to 49 miles 7
50 miles or more 8
Don't know 9

Spouse

less than 10 miles 1
10 to 14 miles 2
15 to 19 miles 3
20 to 24 miles 4
25 to 29 miles 5
30 to 39 miles 6
40 to 49 miles 7
50 miles or more 8
Don't know/No spouse 9

71. If you have children living in your household, how would these children be cared for if you are employed?

leave with grandparents 1
leave with other relatives 2
leave at day-care center 3
leave with neighbors 4
employ babysitter 5
leave with spouse 6
Other *(Specify)*:
_____ . 7
Does not apply 8

72. Should the government or private business be responsible for providing jobs for people?

Yes, both the government and private business should 1
Only the government should 2
Only private business should 3
I am unsure 4
Neither government nor private Business should 5

73. I am going to read some statements to you about problems in securing employment. After each statement, please tell me whether you think this represents a serious problem, is somewhat a problem or is not a problem in securing employment in your community.
(Circle appropriate category for each statement)

	Serious Problem	Somewhat a Problem	Not a Problem
a. Discrimination by age	1	2	3
b. Discrimination by race	1	2	3
c. Discrimination by sex	1	2	3
d. Limited job opportunities	1	2	3
e. Lack of transportation	1	2	3
f. Not enough training or education to get a good job	1	2	3
g. Knowing where to look for a job	1	2	3
h. Knowing the right people	1	2	3

74. Which statement best describes your present situation? *(Read list, circle one)*

Not able to work at all 1
Able to work but limited in amount of work or kind of work I can do 2
Able to work but limited in kind or amount of other activities I can do 3

75. Do you or does your family have health or hospitalization insurance (including medicare and medicaid).

No . . . . . 1 (Skip to Q. 96 pg. 30)
Yes 2

76. Has your health/hospital insurance been adequate for your medical needs?

No 1
Yes 2

SECTION IV: CONSUMER BEHAVIOR AND PERSONAL INCOME

I am going to ask you a few questions about yourself as a consumer in our society. Once again, there are no right or wrong answers, so be as thoughtful and honest as you can in responding to each question.

77. Do you grow any vegetables at home?
(Circle one)

Always 1
Sometimes 2
Never 3

78. Do you raise any animals for meat?
(Circle one)

Always 1
Sometimes 2
Never 3

79. Do you keep a cow/goat for milk?
(Circle one)

Always 1
Sometimes 2
Never 3

80. Do you raise chickens for eggs?
(Circle one)

Always 1
Sometimes 2
Never 3

81. How do you usually pay for your groceries?
(Read list, circle one)

Credit & Cash 1
Cash 2
Foodstamps & Cash 3
Foodstamps, credit and cash 4
Never buy groceries, I raise all my own food 5
Barter 6

82. If you have ever bought groceries on credit, from whom did you get the credit? *(Read list, circle one)*

Grocer 1
Neighbor 2
Relative 3
Boss 4
Other (specify)_____ 5

83. Do you look for sales before you buy your groceries?
(Circle one)

Always 1
Sometimes 2
Never 3

84. Do you buy most of your groceries from your local grocery store?
(Circle one)

Always 1
Sometimes 2
Never 3

85. Do you think your local grocer gives you a fair price on what you buy? *(Circle one)*

Always 1
Sometimes 2
Never 3

86. Which of the following statements best describes your present situation. *(Read list, circle one)*

Do you own your HOME/APARTMENT/TRAILER 1
Are you buying your HOME/APARTMENT/TRAILER . . 2
Do you rent your HOME/APARTMENT/TRAILER 3
Do you live in your HOME/APARTMENT/TRAILER rent free 4

87. How much land does this HOUSE/APARTMENT/TRAILER sit on? *(Circle one)*

under 1 acre	1	16-20 acres	5
1-5 acres	2	21-25 acres	6
6-10 acres	3	26 or more acres	7
11-15 acres	4	Don't Know	8

88. How much do you think this HOUSE/APARTMENT/TRAILER and land would sell for if you sold it today? If you're not sure just take a guess. *(Circle one)*

under 5000	1	50,000-64,999	6
5,000-14,999	2	65,000-99,999	7
15,000-24,999	3	100,000 or more	8
25,000-34,999	4	Don't Know	9
35,000-49,999	5		

89. How many rooms are there in this HOUSE/APARTMENT/TRAILER not counting bathrooms, halls or porches? *(Circle one)*

One	1	Four	4
Two	2	Five	5
Three	3	Six or more	6

90. Do you think the structure of this HOUSE/APARTMENT/TRAILER: *(Read list, circle one)*

Needs minor repairs 1
Needs major repairs 2
Needs no repairs . . . . . 3 (Skip to Q. 92 pg. 48)
Don't Know 8

91. What, if anything, keeps these repairs from getting done? *(Circle one)*

Can't afford it 1
Physical Problems, can't do the job, etc. 2
No way to transport materials 3
Don't know how to do the type of repair 4
Landlord/Manager won't repair 5
Other *(Specify)*_____
_____ 6

92. Are there any ways in which this is not a good HOUSE/APARTMENT/TRAILER to live in?
(Circle one)

Yes 1
No . . . . . 2 (Skip to Q. 94)
Don't know 3

93. What are the ways in which this is not a good HOUSE/APARTMENT/TRAILER to live in? *(Read list. Circle one)*

Problems with landlord 01
Housing too expensive 02
Needs repairs 03
House/yard too much to care for 04
Needs care or supervision 05
Don't like neighbors 06
Neighborhood too dangerous 07
Location inconvenient 08
Too noisy 09
Roaches, rats or other pests 10
Other *(Specify)*_____ 11

94. Would you prefer to live where your neighbors are mostly persons of your own race? *(Circle one)*

Yes 1
No 2
Doesn't matter 3

95. Are you on a waiting list for subsidized or government housing? *(Circle one)*

Yes 1
No 2
Don't know 3

96. How long have you been on this list? *(Record number)*

_____months

97. Please estimate the current income of this household. Include your income and the income of all household members. Do not include income of nonrelated boarders or renters living in this house or on this property.

FOR INTERVIEWER USE ONLY – ASK IF THE FIGURE GIVEN IS:

Weekly 1

Every two weeks 2

Monthly 3

Yearly 4

Some other basis –

Explain basis_____

_____

_____ .5

IF OTHER THAN YEARLY FIGURE GIVEN RECORD HERE_____. NOW MULTIPLY BY APPROPRIATE FIGURE (e.g., IF MONTHLY MULTIPLE FIGURE BY 12) SO THAT THE RESULT IS AN ESTIMATE OF TOTAL YEARLY INCOME. THEN CIRCLE THE APPROPRIATE CATEGORY BELOW.

(Circle One) **YEARLY INCOME**

Less than 1,000 01	$8,000 to 8,999 09
$1,000 to 1,999 02	$9,000 to 9,999 10
$2,000 to 2,999 03	10,000 to 11,999 . . . 11
$3,000 to 3,999 04	12,000 to 14,999 . . . 12
$4,000 to 4,999 05	15,000 to 24,999 . . . 13
$5,000 to 5,999 06	25,000 or more 14
$6,000 to 6,999 07	
$7,000 to 7,999 08	

98. What is your most important source of income. *(Circle one)*

Wages & salaries (from full or part-time employment) 1
Transferred payment (other than AFDC, Food Stamps) 2
Transferred payment (AFDC, Food Stamps) 3
Other *(Specify)* 4
No response 9

99. What is your secondary most important source of income. *(Circle one)*

Wages & salaries (from full or part-time employment) 1
Transferred payment (other than AFDC, Food Stamps) 2
Transferred payment (AFDC, Food Stamps) 3
Other *(Specify)* 4
No secondary income 5
No response 9

100. Is there anyone in your immediate family who is now serving time in a county jail or prison. *(Circle one)*

Yes 1
No 2
No response 9

101. Is there anyone in your immediate family who is now being cared for in a mental institution. *(Circle one)*

Yes 1
No 2
No response 9

102. Is there anyone in your immediate family who is now undergoing care in a community mental facilities. *(Circle one)*

Yes 1
No 2
No response 9

SECTION V: POLITICAL BEHAVIOR

103. Thinking about the politics and affairs of this community, how do you get most of your information about community politics and affairs? *(If one means of getting information mentioned: Is there any other way?)*

CODE FIRST TWO CATEGORIES MENTIONED.

	First answer	Second answer
Newspaper	1	1
Radio, TV	2	2
Magazines	3	3
Government publication	4	4
Word of mouth (talking with someone)	5	5
I receive no information	7	7
Other *(Specify)*	8	8
Don't know	9	9
Inapplicable or no second response	–	0

104. And how do you get most of your information about national politics and national affairs? *(If one means of getting information mentioned: Is there any other way?)*

CODE FIRST TWO CATEGORIES MENTIONED.

	First answer	Second answer
Newspaper	1	1
Radio, TV	2	2
Magazines	3	3
Government publication	4	4
Word of mouth (talking with someone)	5	5

I receive no information	7	7
Other *(Specify)*	8	8
Don't know	9	9
No second response	–	0

105. In general, how often do you usually discuss politics and national affairs with others – every day, maybe once or twice a week, less than once a week, or never?

Every day . . . . . (ASK A) . 1
At least once a week though not every day . . . . (ASK A) . 2
Less than once a week . . . . . (ASK A) . 3
Never . . . . . (GO TO Q. 106) . . . 4

A. **IF DISCUSSES POLITICS:** With whom do you discuss these matters?

CODE FIRST TWO CATEGORIES MENTIONED.

	A	
	First answer	Second answer
Relatives (wife, other family members)	1	1
People at work	2	2
Friends or neighbors	3	3
Some political leader or some official	4	4
Other *(Specify)*	8	8
Don't know	9	9
No second response	–	0

106. How interested are you in politics and national affairs? Are you very interested, somewhat interested, only slightly interested, or not at all interested?

Very interested 1
Somewhat interested . . 2
Only slightly interested . 3
Not interested 4
Don't know 9

107. Thinking of the important local issues in this community, how well do you feel you understand them – very well, moderately well, not so well or not at all?

Very well 1
Moderately well 2
Not so well 3
Not at all 4
Don't know 9

108. How much influence do you think people like you can have over local government decisions – a lot, a moderate amount, a little, or none at all?

A lot 1
Moderate amount 2
A little 3
None at all 4
Don't know 9

109. How often do you usually discuss local community problems with others in this community – every day, at least once a week, less than once a week?

Every day 1
At least once a week, though not every day . 2
Less than once a week 3
Never 4
Don't know 9

110. Have you ever worked with others in this community to try to solve some community problems?

Yes 1
No 2

111. Have you ever taken part in forming a new group or a new organization to try to solve some community problem?

Yes 1
No 2

112. If you had some complaint about a local government activity and took that complaint to a member of the local government council, would you expect him to pay a lot attention to what you say, some attention, very little attention, or none at all?

A lot of attention 1
Some 2
Very little 3
None at all 4
Don't know 9

113. So far we have been talking about the local community. Now think about problems of this country as a whole.

A. What is the most important problem facing the United States these days?

B. And what is the next most important problem facing the United States these days?

114. This card contains some problems that people around the country have mentioned to us. For each one listed, could you tell me whether this has been a problem faced by your family in the past year, and, if so, was it a serious problem or not so serious?

	Serious problem	Not so serious	Not a problem
A. What about paying for medical care?	1	2	3
B. What about looking after the aged?	1	2	3
C. What about employment problems?	1	2	3
D. What about adequate schooling?	1	2	3
E. What about adequate housing?			
F. What about inflation?	1	2	3

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115. This card contains some problems that local communities around the country sometimes face. For each one listed, please tell me whether this has been a problem faced by this community, and if so, is it a serious problem or not so serious?

	Serious problem	Not so serious	Not a problem	D.K.
A. What about problems of morality among young people?	1	2	3	9
B. What about crime?	1	2	3	9
C. What about corruption in local government?	1	2	3	9
D. What about Negro-white relations?	1	2	3	9
E. What about pollution of air or water? IF EITHER IS SERIOUS, CODE SERIOUS	1	2	3	9
F. What about communism in local schools?	1	2	3	9

116. Some people say that the government should have the major responsibility for the needs of the poor people in this country. Others says that the poor should themselves have major responsibility to do something about their problems. What do you believe?

Government should have major responsibility . . . 1
The poor should have major responsibility 2
Both should do something 3
Other *(Specify)* 8
Don't know 9

117. During elections do you ever try to show people why they should vote for one of the parties or candidates? Do you do that often, sometimes, rarely, or never?

Often	1
Sometimes	2
Rarely	3
Never	4
Don't know	9

118. Have you ever done (other) work for one of the parties or candidates in most elections, some elections, only a few, or have you never done such work?

Most elections	1
Some elections	2
Only a few	3
Never	4

119. In the past three or four years have you attended any political meetings or rallies?

Yes (ASK A)	1
No (GO TO Q. 120)	2

A. **IF YES:** About how many times?

More than three times	1
Two or three times	2
Once	3

120. Can you tell me how you voted in the 1980 presidential election – did you vote for Carter or Reagan, or perhaps you did not vote?

Carter	1
Reagan	2
Other	3
Did not vote	4
Don't know	9

121. And how about in 1976? Can you tell me how you voted in the presidential election – did you vote for Ford or Carter, perhaps you did not vote?

Ford	1
Carter	2
Other	3
Did not vote	4
Don't know	9

122. We were talking earlier about problems that you and the people of this community have. Have you ever personally gone to see or spoken to, or written to – some member of the local government or some other person of influence in the community about some need or problem?

Yes . . . . . (ASK A & B) . . 1
No . . . . . (GO TO Q. 123) . . 2

IF YES:

A. Who? RECORD OFFICIAL CONTACTED: PROBE FOR FULL DESCRIPTION:

B. What was the subject of (this/these) contact(s)? (PROBE, IF NEEDED: Why did you go to the person?)

123. What about some representative or governmental official outside of the local community – in the county, (IF LOCAL UNIT BELOW COUNTY LEVEL), state or national level? Have you ever contacted or written to such person on some need or problem?

Yes . . . . . (ASK A & B) . . 1
No . . . . . (GO TO Q. 124) . . 2

IF YES:

A. What position did this official hold? PROBE FOR FULL DESCRIPTION.

B. What was the subject of (this/these) contact(s)? (PROBE IF NEEDED: did you go to the person?)

124. Is there some particular reason why you have not contacted any government officials or influential people? Is it that you have no such problems, or that it would do no good, or for some other reason?

No such problem 1
Would do no good 2
Would not know whom to contact 3
Never thought of doing it 4
Other *(Specify)* 8
Don't know 9

125. How much effect does the way people vote have on what the government does? Does it have no effect, only a little effect, or a lot of effect?

A lot 1
A little 2
None 3
Don't know 9

126. What about local elections? Do you always vote in those, do you sometimes miss one, or do you rarely vote, or do you never vote?

Vote in all 1
Sometimes miss 2
Rarely vote 3
Never vote 4
Don't know 9

127. In the past three or four years, have you contributed money to a political party or candidate or to any other political cause?

Yes 1
No 2

128. Generally speaking, do you usually think of yourself as a Republican, a Democrat, an Independent, or what?

Democrat . . . . . (ASK A) . 1
Republican . . . . . (ASK A) . 2
Independent, no party . . . . . (ASK B) . 3
Other, minor party . . . . . (ASK B) . 8
Don't know . . . . . (ASK B) . 9

A. **IF DEMOCRAT OR REPUBLICAN:** Would you call yourself a strong (**Republican/Democrat**) or not a very strong (**Republican/Democrat**)?

Strong (Republican/Democrat) 1
Not very strong (Republican/Democrat) 2
Don't know 9

B. **IF "INDEPENDENT," "NO PARTY," "OTHER", OR DON'T KNOW:** Do you think of yourself as closer to the Republican or Democratic party?

Democratic 1
Republican 2
Neither 3
Don't know 4

129. And now, may I have your name and telephone number in case my office wants to verify this interview?

NAME:_____

TELEPHONE NUMBER:_____ AREA CODE:_____

ENTER WITHOUT ASKING: STREET ADDRESS_____

CITY, STATE_____

_____

TIME INTER-VIEW ENDED:	AM _____ PM

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